

PHILIP MORRIS
PARLIAMENT OUTDOOR - 1995

MARKET	PLANT	VEHICLE	LOCATION	# OF UNITS	DEC (000)	C.P.M.	SIZE	MONTHLY COST	# OF MONTHS	PROGRAM DATES	TOTAL COST
<u>New York</u>											
	NY Signs	Bulletins	LIE & Maurice (OB)	1	120.0	\$3.39	14'x48'	\$12,000	4	Jan - Apr	\$48,000
			BQE S/O LIE F/S	1	120.0	\$2.28	14'x48'	8,200	2	Jan - Feb	16,400
			BQE and Grand Ave F/N	1	81.5	\$3.10	20'x75'	7,250	3	Jan - Mar	<u>21,250</u>
											\$85,650
	Villepigue	Bulletins	Belt Pkwy @ JFK F/E	1	121.7	\$1.99	20'x60'	7,250	12	Jan - Dec	\$88,000
			Canal St. @ Holland Tunnel F/E	1	89.4	\$2.70	20'x60'	7,250	12	Jan - Dec	88,900
			Second Ave @ 45th St F/N	1	83.4	\$2.90	14'x48'	7,250	12	Jan - Dec	80,250
			Major Deegan @ Willis F/W	1	107.4	\$2.25	20'x75'	7,250	12	Jan - Dec	88,500
			BQE @ Northern Blvd (@ LGA) F/S	1	90.7	\$3.50	19.6'x48'	9,000	12	Jan - Dec	108,000
			West Side Hwy @ 46th St F/S	1	90.6	\$3.50	19.6'x48'	9,500	12	Jan - Dec	114,000
			Whitestone Expwy @ Shea F/W	1	107.5	\$3.57	14'x48'	11,500	10	Mar - Dec	115,000
			Bruckner @ 149th F/N	1	80.8	\$2.25	14'x48'	7,250	7	Mar - Sept	50,750
			L.I.E. W/O Woodhaven Blvd F/W	1	120.0	\$3.89	20'x60'	14,000	9	Apr - Dec	126,000
	NY Signs	Bulletins	Cross Bronx @ Webster F/W	1	120.0	\$2.36	19.6'x48'	8,500	10	Jan - Feb	17,000
										May - Dec	68,000
	Allied	Bulletins	I-95 @ Hollers Ave F/N	1	71.7	\$5.11	20'x60'	11,000	10	Mar - Dec	132,000
	Van Wagner	Bulletins	LIE E/O toll bth @ Mdtwn Tun F/W	1	125.0	\$4.40	20'x60'	16,500	10	Mar - Dec	165,000
			34th St. & 10th Ave W/S F/SE	1	76.0	\$4.82	14'x48'	11,000	10	Mar - Dec	110,000
	TDI	Bulletins	West Side Hwy N/O 23rd St F/S	1	71.1	\$4.90	20'x60'	10,447	7	Mar - Sept	73,129
			Queens Br Up Lvl N/O 60th St F/E	1	54.2	\$6.42	14'x48'	10,447	6	Apr - Sept	62,682
			Mhhtn Br Up Lvl W/O Henry St F/E	1	65.9	\$5.28	14'x48'	10,447	5	May - Sept	52,235
			Bruckner Expwy @ 149th St F/S	1	80.8	\$4.31	14'x48'	10,451	5	May - Sept	52,255
	NY Outdoor	Bulletins	BQE @ Kosciusko Br F/E	1	81.5	\$3.48	14'x48'	8,500	10	Mar - Dec	85,000
	Metro Lights	Side Walk									
		Displays	Various- Manhattan	75	N/A	N/A	68'x47'	45,000	12	Jan - Dec	540,000
	Vango	Taxi Tops	Various- Manhattan	300	N/A	N/A	14'x48"	45,000	12	Jan - Dec	<u>532,680</u>
											\$2,749,381

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MARKET	PLANT	VEHICLE	LOCATION	# OF UNITS	DEC (000)	C.P.M	SIZE	MONTHLY COST	# OF MONTHS	PROGRAM DATES	TOTAL COST
<u>New York (cont.)</u>											
Nassau County	ICN	Bus Shlfrs	Various- Nassau County	32	N/A	N/A	68"x47"	\$12,800	5	Apr - Aug	\$64,000
Metro NJ	Gannett	Bulletins	W/S I-80 & Rt 17 S/O Main St Exit F/E	1	96.0	\$2.08	16'x60'	6,000	10	Mar - Dec	60,000
			E/S NJ Tpke N/O Exit 15 N/S F/N	1	71.0	\$1.97	20'x60'	4,200	10	Mar - Dec	42,000
		Bulletins	Remnant Space	10	N/A	N/A	14'x48'	12,500	12	Jan - Dec	150,000
	Matthew	Bulletins	I-95 NJ Tpke N/O Tremley Rd F/S	1	98.0	\$3.22	20'x50'	9,500	10	Mar - Dec	95,000
	Allied	Bulletins	I-280 RHR F/E- Harrison	1	76.9	\$2.38	20'x48'	5,500	10	Mar - Dec	55,000
Fairfield County	Matthew	30 Sheet	Various	12	N/A	N/A	12'x25'	11,100	5	Apr - Aug	<u>55,500</u>
											\$521,500
											\$85,650
											\$2,749,381
											<u>\$521,500</u>
GRAND TOTAL:											\$3,356,531

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PARLIAMENT OUTDOOR - 1995

MARKET	PLANT	VEHICLE	LOCATION	# OF UNITS	DEC (000)	C.P.M	SIZE	MONTHLY COST	# OF MOS.	PRGM DATES	TOTAL COST
Philadelphia											
	Interstate		I-95 @ Stewart F/N	1	106.6	0.95	20'x60'	\$3,000	12	Jan - Feb	<u>\$6,000</u>
											\$6,000
	Interstate	Bulletins	Betsy Ross Bridge F/W	1	50.2	1.83	20'x60'	2,750	12	Jan - Dec	\$33,000
			I-95 @ Cottman F/S	1	120.7	0.77	20'x60'	2,800	12	Jan - Dec	33,500
			Broad Street @ Girard, E/S, F/N	1	50.0	2.33	14' x 48'	3,500	9	Apr - Dec	31,500
			Route 73 @ Drive In	1	66.4	1.76	20' x 60'	3,500	9	Apr - Dec	31,500
	Philadelphia	Bulletins	I-676 @ 9th F/E	1	103.2	1.16	14'x48'	3,600	12	Jan - Dec	43,200
			I-95, S/O Rt. 322, F/N	1	83.6	1.32	14' x 48'	3,300	9	Apr - Dec	29,700
	Revere	Bulletins	Schuykill @ 26th F/W	1	87.1	2.20	25'x80'	5,750	12	Jan - Dec	69,000
		Bulletins	Roosevelt @ Wayne F/N	1	85.7	1.75	20'x80'	4,500	12	Jan - Dec	54,000
	Keystone	Bulletins	Ben Franklin Bridge F/E	1	73.5	2.09	20' x 60'	4,600	12	Jan - Dec	55,200
	Steen	Bulletins	I-95 @ Ashburner F/N	1	118.7	0.84	20'x60'	3,100	12	Jan - Dec	37,200
			Pennsylvania Tpke @ Rt 13, F/S	1	40.0	2.50	20' x 60'	3,000	9	Apr - Dec	27,000
	Shore	Bulletins	Atlantic Cty Expwy S/S, E/O Pkwy F/S	1	70.0	2.43	16'x60'	5,100	10	Mar - Dec	51,000
	Classic	Bulletins	Rt 130 & Admiral Wilson F/E	1	96.0	1.07	19.6'x48'	3,100	12	Jan - Dec	37,200
	Metro	Sidewalk									
	Lights	Displays	Various	25	N/A	N/A	68"x47"	8,750	12	Jan - Dec	<u>105,000</u>
											\$638,000
Philadelphia (Incremental)											
	Gannett	Bus Shlfrs	Philadelphia Metro	65	N/A	N/A	68"x47"	29250	6	Mar - Jun	\$175,500
										Sept & Nov	
	Interstate	Bus Shlfrs	Suburban Philadelphia	35	N/A	N/A	68"x47"	12775	6	Mar - Jun	76,500
										Sept & Nov	
	Revere	30 Sheets	Philadelphia Metro	75	N/A	N/A	68"x47"	39375	3	Apr - Jun	<u>118,125</u>
											\$370,275
											\$6,000
											\$638,000
											\$370,275
GRAND TOTAL:											\$1,104,275

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